CLAIMS:

1 1. A method of securely providing data to a user's system over a web broadcast infrastructure
2 with a plurality of channels, the method comprising the steps of:
3 encrypting the data using a first encrypting key;
4 encrypting the first decrypting key using a second encrypting key;
5 broadcasting promotional metadata related to at least part of the encrypted data on a first
6 web broadcast channel fro reception by at least on user's system;
7 broadcasting at least part of the encrypted data over a second broadcast channel; and
8 transferring the encrypted first decrypting key, which has been encrypted with the second
9 encrypting key, to the user's system via a computer readable medium.

1 2. The method as defined in claim 1, wherein the step of broadcasting the promotional
2 metadata includes broadcasting the promotional metadata periodically over a predetermined time
3 interval.

1   3.   The method as defined in claim 1, wherein the step of broadcasting the promotional

2   metadata includes the sub-step of:

           converting at least the promotional meta data into a format readable by a web browser;

1   4.   The method as defined in claim 1, wherein the step of broadcasting at least part of the

2   encrypted data includes broadcasting a schedule of the broadcast time and web broadcast channel

3   for at least part of the encrypted data;

1   5.   The method as defined in claim 1, wherein the step of broadcasting at least part of the

2   encrypted data over a second web broadcast channel includes broadcasting the encrypted data

3   in a format compatible with DirecPC™.

1   6.   The method as defined in claim 1, wherein the promotional metadata contains a schedule

2   of broadcast times for the data.

7. A method of securely receiving data on a user's system from a web broadcast infrastructure with a plurality of channels, the method comprising the steps of:

receiving promotional metadata from a first web broadcast channel, the promotional metadata related to data available for reception;

assembling at least part of the promotional metadata into a promotional offering for review by a user;

selecting by a user, data to be received related to the promotional metadata;

receiving data from a second web broadcast channel, the data selected from the promotional metadata, and wherein the data has been previously encrypted using a first encrypting key; and

receiving the first decrypting key via a computer readable medium, the first decrypting key for decrypting at least some of the data received via the second web broadcast channel.

8. The method as defined in claim 7, wherein the step of assembling at least part of the promotional data includes assembling at least part of the promotional data into a format readable by a web browser and wherein the step of selecting includes selecting with a web browser.

9. The method as defined in claim 7, wherein the step of selecting includes selecting promotional material that have been previously received and stored on the user's system.

10. The method as defined in claim 9, wherein the step of selecting further comprises the sub-steps of:

determining the schedule for the next web broadcast of the data selected;

setting a trigger to trigger the user's system to receive the next web broadcast on the second channel.

11. The method as defined in claim 10, wherein the step of receiving data from a second web broadcast channel, includes receiving the data selected from the promotional metadata on a web broadcast channel and a time provided by the trigger.

1   12.   The method as defined in claim 7, wherein the step of receiving data from a second web

2   broadcast channel includes receiving data in a format compatible with DirecPC™.

1   13.   The method as defined claim 7, wherein the step of receiving data from a second web

     broadcast channel include the sub-step of:

3   authorizing over a back channel that the user's system is authorized to receive the data

4   selected; and wherein the step of receiving the first decrypting key includes receiving the first

5   decrypting key only if the user's system is authorized to receive the data selected.

1   14.   The method as defined claim 7, wherein the step of receiving data from a second web

2   broadcast channel further includes the sub-step of:

3   notifying the user the next time the user starts the user's system a status if the data selected

4   from the promotional metadata has been received on the user's system.

1   15.   The method as defined in claim 7, wherein the step of receiving the first decrypting key,

2   includes receiving the first decrypting key that has been encrypted with a second encrypting key.

1   16.   The method as defined in claim 15, wherein the step of receiving the first decrypting key

2   includes receiving the first decrypting key over a broadcast stream.

1   17.   The method defined in claim 15, wherein the second decrypting key is sent to the user's

2   system from a clearinghouse.

1   18.   The method defined in claim 15, wherein the second decrypting key has a timeout

2   provision for decrypting data that has been encrypted with the second encryption key is sent to

3   the user's system from a clearinghouse.

1 19. A system for securely providing data to a user's system over a web broadcast infrastructure

2 with a plurality of channels, the system comprising:

3 a content system;

4 a first public key;

5 a first private key, which corresponds to the first public key;

6 a data encrypting key;

7 a data decrypting key for decrypting data encrypted using the data encrypting key;

8 first data encryption means for encrypting data so as to be decryptable only by the data

9 decrypting key;

10 second data encryption means, using the first public key, for encrypting the data decrypting

11 key;

12 a clearing house;

13 a broadcast center, for broadcasting to one or more user's systems on a first web broadcast

14 channel, promotional metadata related to data being broadcasted on a second web broadcast

15 channel, and broadcasting on the second broadcast channel data encrypted with the data

16 encrypting key;

17 first transferring means for transferring the data decrypting key which has been encrypted

18 to the clearing house, wherein the clearinghouse possesses the first private key;

19 first decrypting means for decrypting the data decrypting key using the first private key;

20 a second public key;

21 a second private key; which corresponds to the second public key;

22 re-encryption means for re-encrypting the data decrypting key using the second public key;

23 second transferring means for transferring the re-encrypted data decrypting key to the user's

24 system, wherein the user's system possesses the second private key; and

25 second decrypting means for decrypting the re-encrypted data decrypting key using the

26 second private key.

20. The system as defined in claim 19, wherein the promotional metadata contains a schedule of broadcast times for the data.

1 21. A user's system for securely receiving data from a web broadcast infrastructure with a

2 plurality of channels, comprising:

3 a receiver for receiving promotional metadata from a first web broadcast channel, the

4 promotional metadata related to data available for reception;

5 an interface to an output device for presenting at least part of the promotional metadata for

6 review by a user;

7 an interface to an input device for receiving a selection by a user of the data to be received

8 related to the promotional metadata;

9 a controller for controlling the receiver to receive data from a second web broadcast

10 channel, the data selected from the promotional metadata, and wherein the data has been

11 previously encrypted using a first encrypting key; and

12 an interface for receiving the first decrypting key via a computer readable medium, the first

13 decrypting key for decrypting at least some of the data received via the second web broadcast

14 channel.

1 22. The user's system as defined in claim 21, wherein the output device is a web browser and

2 the input device is coupled to the web browser for receiving a selection by a user.

1 23. The user's system as defined in claim 21, wherein the controller further comprises:

2 a schedule derived from the promotional metadata wherein the schedule is used to control

3 the receiver to receive data from a second web broadcast channel.

1 24. The user's system as defined in claim 21, wherein the receiver is adapted to receive data

2 broadcasted in a format compatible with DirecPC™.